

# Susan Jennings

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**Positive**, persuasive creative leader in new brand development and strategic refreshes for a large portfolio of consumer brands.  
**Collaborative** with cross-functional teams and various licensing partners for consistent brand experience across platforms.  
**Passionate** about excellent design and communication, with empathy for collaborators and users.

## Skills

- Adobe Creative Suite for Mac
- Microsoft Business Suite for Mac
- Excellent mentoring and art direction
- Enthusiastic collaborator
- Organized, dependable, proactive
- **BFA + MBA = design thinking + critical thinking**

## History

### **Brand Design Manager, Conagra Brands, Chicago IL • 2019-2024**

- Developed and refreshed brands including Swiss Miss, Duncan Hines, Gardein, and Evol to innovate and drive growth
- Led agencies and designers to leverage designs against Brand Guidelines, Distinctive Assets and BeSci best practices
- Collaborated with marketing teams to ensure holistic brand experience across social media, web, and eComm
- Wrote and championed Brand Guidelines, visual guardrails for influencers, and Design Feedback Best Practices for Brand teams
- Participated in look-tone-feel, sound branding, and ideal experience research and workshops to establish consistent brand voice

### **Design Director, Bluedog Design, Chicago IL • 2018-2019**

- Designed concepts for brands including NatureMade, Fairlife, Vanity Fair, and Simply
- Developed new logo and Corporate Toolkit/Guidelines for Pharmavite (parent company of NatureMade vitamins)
- Concepted activations beyond package, from environmental to point of purchase
- Created interactive Ways of Working document to educate Bluedog employees, ensure enactment of consistent brand values

### **Brand Designer, Blistex, Oak Brook IL • 2018-2019**

- Created comprehensive Brand Guidelines to inform and inspire designers for this leading health and beauty brand
- Developed mood boards for look-tone-feel to help differentiate products and guide design
- Drove viewership on Instagram and Facebook pages with animated banners and posts
- Updated blistex.com homepage to present a more competitive and modern brand image

### **Associate Design Director, Thompson Design Group, San Francisco CA • 2005-2018**

- Created original, strategically-focused concepts for brands including Häagen-Dazs, Slim Jim, Blue Diamond, Nestlé, and Purina
- Directed photographers and illustrators, led and inspired designers
- Presented work and new project pitches to clients
- Designed stimulus materials for numerous focus groups
- Collaborated with leadership to brainstorm new products and campaigns to increase consumer engagement

### **Designer, TDC | The Design Company, San Francisco CA • 2003-2005**

- Executed the complete redesign of RadioShack's brand packaging system and built a comprehensive Brand Guidelines manual
- Created design concepts for Bud Light, Chicken of the Sea, Wrigley's, McDonald's, and BNSF Railroad
- Worked with clients to explore brand values and implement qualitative research studies

### **Designer, Soohoo Design, San Francisco CA • 2000-2003**

- Developed and produced PC Game logos, displays, and packaging for gaming clients LucasArts and Electronic Arts (EA)
- Created the logo for The Sims, one of the most popular titles in PC gaming history
- Designed displays and standees for Star Wars and Raiders of the Lost Ark game titles
- Presented to clients and managed vendors

## Education

**San Francisco State University • MBA, 2007**

**Art Center College of Design • BFA, 1994**

**Ventura College • AS Graphic Design, 1990**